



## **REGULAR MEETING OCCUPANCY TAX BOARD - AGENDA**

Tuesday, March 29, 2016 – 2:30 p.m.  
Conference Room at Roswell City Hall  
425 N. Richardson Ave.

Committee Chair: Jill Cleveland  
Committee Members: Vice-Chair, Adam Roe; John Mulcahy; Josh Ragsdale;  
Staff Coordinator: Janice Self

- A. Call to Order:**
- B. Roll Call:**
- C. Approval of Agenda:**
- D. Approval of Minutes:**
  - 1. Consider approval of the February 23, 2016 meeting
- E. Public Comments:**
  - 2. Public Participation on agenda items (limited to one minute per person)
- F. Presentation:**
  - 3. Projected Lodgers' Tax Fund Balance as of March 29, 2016 (Janice Self)
- G. Regular / New Items:**
  - 4. Lodgers' Tax funding request – Rotary Clubs of Roswell Annual Desert Sun Charity Golf Championship
  - 5. Lodgers' Tax funding request – Roswell Kick It! 3-v-3 Soccer Tournament: Under the Lights"
  - 6. Lodgers' Tax funding request – 2016 Bottomless Triathlon
- H. Other Business / Non-Action Items / Information Items / Reports:**
  - 7. Update of Event Status (Janice Self)
- I. Adjourn:**

Next Meeting: April 26, 2016

Notice of this meeting has been given to the public in compliance with Sections 10-15-1 through 10-15-4 NMSA 1978 and City Resolution 15-56.

If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact – Human Resources at 575-624-6700 at least one week prior to the meeting or as soon as possible. Public documents including the agenda and minutes can be provided in various accessible formats. Please contact the City Clerk at 575-624-6700 if a summary or other type of accessible format is needed.

**Printed and Posted March 24, 2016**



# DRAFT

## MINUTES OF THE OCCUPANCY TAX BOARD MEETING Tuesday, February 23, 2016 Regular Meeting 2:30 P.M.

**CALL TO ORDER AND WELCOME** – The regular meeting of the Occupancy Tax Board was called to order at 2:36 p.m. by Chairperson Dawn Ortega.

### **ROLL CALL**

Members Present: Chair- Dawn Ortega, Jill Cleveland, Adam Roe

Members Absent: John Mulcahy, Josh Ragsdale

Three members of the board were present representing a quorum.

Staff Present: Janice Self, Lodgers' Tax Liaison; Martha Morales, Finance Dept.

Others Present: Rochelle Acuna (Marriott), Jeff Tucker (Roswell Daily Record), Cla Avery (Hike It & Spike It), Barbara Gomez (Tour de Ocho Millas)

**APPROVAL OF AGENDA** – Ms. Cleveland motioned to approve the agenda. Mr. Roe seconded the motion. A voice vote was unanimous and the motion passed; Mr. Mulcahy and Mr. Ragsdale were absent.

**APPROVAL OF MINUTES** – Ms. Cleveland motioned to approve the minutes from the January 26, 2016 Occupancy Tax Board meeting. Mr. Roe seconded the motion. A voice vote was unanimous and the motion passed; Mr. Mulcahy and Mr. Ragsdale were absent.

### **PUBLIC COMMENTS**

None

### **PRESENTATION**

#### **3. Projected Lodgers' Tax Fund Balance as of February 23, 2016:**

Ms. Self submitted to the members a worksheet with the projected available balance for the full Lodgers' Tax fund as of February 23, 2016. Ms. Self explained that she feels that there is an error in the report, but did not have time to find it. She will send them the corrected balance later. Ms. Self reminded the board members that the Hike It & Spike It requesting funding at the meeting is already budgeted in the visitor's promotion line and is included in the figures. The Tour de Ocho Millas will come out of the unallocated balance of the visitor's promotion line balance of \$4,695.01, which is also included in the fund balance figures.

### **REGULAR ITEMS (Action Items):**

#### **4. Lodgers Tax Funding Request – 6<sup>th</sup> Annual Xcel Energy Tour de Ocho Millas (September 10, 2016)**



Ms. Barbara Gomez was there to present the request for \$2,825.00 (two thousand eight hundred twenty-five dollars). Ms. Gomez informed the board that the Tour de Ocho Millas is a bicycling race around the Bottomless Lakes eight mile loop. Last year the event had over 80 racers from all over New Mexico. This is not a sanctioned race at this time. This year the event will rely more on social media and handouts at other bicycling events in a wider area. The proceeds from the event benefit "Reflections & Recovery" a program which helps with addictions. There will also be a Dinner/pre-registration event held the evening before which racers are urged to attend. Ms. Ortega made the motion to recommend to the Finance Committee that Lodgers' Tax funding in the amount of up to \$2,825.00 (two thousand eight hundred twenty-five dollars) on a reimbursement basis be provided for this event. Mr. Roe seconded the motion. After some discussion where Ms. Self informed the board that this is the 2<sup>nd</sup> time within the 2016 fiscal year that the Tour de Ocho Millas has applied for funding. The first time was in July 2015 when the event was awarded \$2,000.00 and has been reimbursed \$1,854.99 leaving a balance of \$145.01 which went back into the visitor's promotion line unallocated balance which is \$4,695.01 at this time. This event did not apply in the fiscal year 2015, because of timing issues. Ms. Ortega restated the motion and a voice vote was 3 in favor and 0 against, the motion passed; Mr. Mulcahy and Mr. Ragsdale were absent.

**5. Lodgers Tax Request – 2016 Roswell Hike It & Spike It 4-on-4 Charity Flag Football Tournament (May 27 - 29, 2016)**

Mr. Cla Avery was there to present the request for \$20,000.00 (twenty thousand dollars). Mr. Avery informed the board that this year's event will be the 21<sup>st</sup> Annual event and will be held on Memorial Day weekend. This year it is not being held on graduation weekend as has sometimes happened in the past. Rooms are already being booked even though the registration has not opened up yet. All entries will be online only. This is the world's largest 4-on-4 flag football tournament and Roswell's largest weekend event. The event also has the world's largest payout of \$15,000 cash in the "Show Me the Money" division. In 2015 there were 580 teams with 3,834 players with seven players on normal teams and eight players on the "Show Me the Money" teams. There were 20 states represented and an estimated total attendance of 44,000. Players range in age from 5 to 54. The "Show Me the Money" division winners in 2015 were from Dallas, TX; Jacksonville, FL and Cypress, CA. This is a non-alcohol, non-tobacco family friendly event. Ms. Cleveland made the motion to recommend to the Finance Committee that Lodgers' Tax funding in the amount of up to \$20,000.00 (twenty thousand dollars) on a reimbursement basis be provided for this event. Mr. Roe second the motion. Ms. Ortega restated the motion and a voice vote was 3 in favor and 0 against, the motion passed; Mr. Mulcahy and Mr. Ragsdale were absent.

All attendees were informed that the date for the Finance Committee meeting has been set for Thursday, March 3, 2016 at 8:00 a.m.

**Other Business / Non-Action Items / Information Items / Reports (Non-Action Items):**

**6. Interim Chairperson & Vice-Chair**

Ms. Self congratulated Ms. Ortega on her new position in Colorado and explained the need to elect a chairperson and vice-chair to serve for only the month of March. At the April 2016 meeting a new chairperson and vice-chair will be chosen to serve for the new term year. Ms. Cleveland volunteered for the chairperson position and Mr. Roe the vice-chair. A voice vote

taken was 3 in favor and 0 against, the vote passed; Mr. Mulcahy and Mr. Ragsdale were absent.

7. **Reimbursement Report and Event Reports update:**

Ms. Self gave the update report on the Lodgers' Tax funded events status since the January 23, 2016 meeting.

**ADJOURN**

Ms. Ortega asked if there was any other business or discussion and being none, requested a motion for adjournment.

Mr. Roe made the motion to adjourn and Ms. Cleveland seconded the motion. A voice vote was unanimous and the motion passed; Mr. Mulcahy and Mr. Ragsdale were absent.

Ms. Ortega stated that the next scheduled meeting of the Occupancy Tax Board is March 29, 2016.

The meeting was adjourned at 3:04 p.m.

Minutes submitted for approval by Janice Self.

A copy of the written update presented and a copy of the update log may be requested through the City Clerk's office.





**ROSWELL NEW MEXICO**  
**Occupancy Tax Advisory Board**  
**Tuesday, March 29, 2016 at 2:30 p.m.**  
**City Hall Conference Room**  
**425 N. Richardson – Roswell, NM 88201**

**ACTION REQUESTED:**

To recommend to the Finance Committee, Lodgers' Tax funding for the Rotary Clubs of Roswell Annual Desert Sun Charity Golf Championship – July 15-17, 2016

**BACKGROUND:**

The Rotary Clubs of Roswell Annual Desert Sun Charity Golf Championship is scheduled for July 15-17, 2016. The event was funded from 2010 – 2012 and was funded again in 2015. This event is a two day, 36 hole Pro-Am Golf Tournament with a one day Amateur Shootout. Proceeds are donated to local charities. The total expected 160 attendees will include an estimated 60 plus attendees from out-of-town. The location of the event is the Nancy Lopez Golf Course at Spring River.

**FINANCIAL CONSIDERATION:**

The requested funding is \$3,700.00.

- This item has been budgeted for FY 2016

**LEGAL REVIEW:**

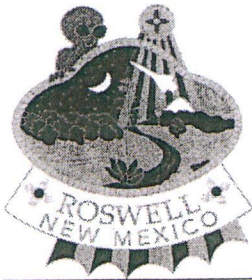
Not applicable.

**BOARD AND/or  
COMMITTEE ACTION:**

Not applicable.

**STAFF  
RECOMMENDATION:**

Not applicable.



## CITY OF ROSWELL –SPECIAL EVENT LODGERS’ TAX FUNDS – APPLICATION

NAME OF EVENT:

Rotary Clubs of Roswell Annual Desert Sun Golf Charity Golf Championship

DATE(S) OF EVENT: July 15, 16 & 17, 2016

(application required 90 days prior to event)

NAME OF ORGANIZATION APPLYING FOR FUNDING:

Roswell Rotary Club, Pecos Valley Rotary and Sunrise Rotary

DESCRIBE EVENT: Two day, 36 hole Pro-Am Golf Tournament with a one day Amateur Shootout. The Tournament donates the proceeds to local charities. In 26 years, the tournament has generated more than \$535,000 for local charities. Last years beneficiaries were CASA - Chaves County, Salvation Army and ENMU-R Foundation for nursing scholarships. The Golf Committee is currently undertaking the process of soliciting proposals from local charities with the beneficiaries to be chosen in the coming months.

LOCATION OF EVENT: Nancy Lopez Golf Course at Spring River

HOW WILL YOU ADVERTISE AND MARKET THE EVENT? Radio ads, newspaper, the tournament website, direct mail, flyers, posters and signage at Nancy Lopez and surrounding area (Artesia, Carlsbad, Ruidoso, Hobbs) golf courses.

HOW WILL ATTENDANCE AND ORIGIN BE MEASURED? Through registration and survey

ESTIMATED TOTAL # OF ATTENDEES:

160

EST. # ATTENDEES FROM OUTSIDE CHAVES CO.:

60+

HAVE YOU DISCUSSED SPECIAL ROOM PACKAGES DURING YOUR EVENT WITH A ROSWELL LODGING FACILITY? The committee is in the process of making special room packages available during the event with a lodging facility in Roswell.

WHAT PERCENTAGE OF YOUR MARKETING BUDGET WILL BE USED OUTSIDE OF ROSWELL? 40 %

WILL YOU HAVE A WEBSITE FOR YOUR EVENT? Yes

EVENT WEBSITE (if applicable): [www.desertsungolfclassic.com](http://www.desertsungolfclassic.com)

LIST FULL AMOUNT OF MARKETING/ADVERTISING and OTHER ELIGIBLE EXPENSES ON PAGE 2.

REMEMBER: FUNDING IS PROCESSED ON A REIMBURSEMENT BASIS AT 50% OF ELIGIBLE EXPENSES UP TO THE AMOUNT APPROVED (a one-to-one match)

A REQUEST OF \$25,000 and up may require a signed contract with the City of Roswell.

PAID receipts for eligible expenses must be turned in for reimbursement.

Requested Funding must equal 50% or less of the Total Eligible Expenses listing on Page 2

AMOUNT REQUESTED \$ 3,700.00

IF YOU ARE REQUESTING SPONSORSHIP, PERSONNEL OR EQUIPMENT FROM ANY CITY DEPARTMENT - COMPLETE ON PAGE 2.

### RULES AND REGULATIONS

I UNDERSTAND THAT THESE ARE PUBLIC FUNDS AND THEY ARE TO BE ADMINISTERED ACCORDING TO STATE LAW AND CITY ORDINANCES, AND I AGREE TO SUMBIT A FOLLOW UP REPORT WITH A FINANCIAL STATEMENT WITHIN NINETY (90) DAYS FOLLOWING THE EVENT OR I MAY FORFEIT THE FUNDS AS WELL AS ELIGIBILITY FOR FUTURE FUNDING. I AGREE TO USE THE CITY LOGO AND/OR "PAID IN PART BY THE CITY OF ROSWELL LODGERS' TAX" ON ALL ADVERTISING, VERBAL OR WRITTEN. I UNDERSTAND THAT THIS APPLICATION CONSTITUTES A CONTRACT BETWEEN THE CITY OF ROSWELL AND THE ORGANIZATION TO RECEIVE THE FUNDS, SHOULD THE FUNDS BE APPROVED BY THE OCCUPANCY TAX ADVISORY BOARD AND THE CITY OF ROSWELL GOVERNING BODY. I UNDERSTAND FUNDING MAY BE DENIED OR THAT APPROVED FUNDING AMOUNTS MAY DIFFER FROM THE AMOUNT REQUESTED ON THE APPLICATION. I ALSO UNDERSTAND THAT THE DISBURSEMENT OF FUNDS IS ON A DRAWDOWN REIMBURSEMENT BASIS (matched by Lodgers' Tax at 50% up to the funded amount, a one-to-one match).

NAME (PRINT) OF APPLICANT MAKING REQUEST: Karen Rogers Melton, CPA

SIGNATURE OF APPLICANT: *Karen Rogers Melton*

(SEND CHECK TO) ADDRESS / CITY / STATE / ZIP P.O. Box 1836

Roswell

NM

88202-1836

PHONE: 575-622-8500

CELL:

E-MAIL:

DATE SUBMITTED: MAR 17 2015

90 DAYS? Y N

TO BE PRESENTED AT MEETING ON: 3-29-16

➤ ATTACH TOTAL PROPOSED BUDGET FOR EVENT ALONG WITH A DETAILED ADVERTISING/MARKETING BUDGET.

➤ PLEASE FEEL FREE TO ADD ADDITIONAL PAGES, SAMPLES OF ADS OR BROCHURE ARTWORK.

➤ PLEASE PROVIDE ORIGINAL APPLICATION PLUS (+) 5 COPIES OF APPLICATION, ADDITIONAL PAGES AND /OR SAMPLES

➤ MAIL OR DELIVER TO CITY OF ROSWELL, c/o Lodger Tax Grant Request, 425 N RICHARDSON, (P O BOX 1838), ROSWELL, NM 88202-1838

\* SEE MEETING SCHEDULE FOR APPLICATION DUE DATES. (These are "Rec-6- by" dates, not postmarked dates.) Revised Jan 7, 2016



NAME OF EVENT: <b>Rotary Clubs of Roswell Desertsun Charity Golf Classic</b>
DATE(S) OF EVENT: <b>July 15, 16 &amp; 17, 2016</b>
NAME OF ORGANIZATION: <b>Roswell Rotary Club, Pecos Valley Rotary Club and Sunrise Rotary Club</b>

**PROPOSED ELIGIBLE EXPENSES:**

ELIGIBLE EXPENSES:	LOCAL AMOUNT	OUT –OF-TOWN AMOUNT	TOTAL AMOUNT	Out-of-Town %
NEWSPAPER	600.00	400.00	1,000.00	40
MAGAZINE			0.00	
RADIO	720.00	480.00	1,200.00	40
TELEVISION			0.00	
INTERNET	200.00	200.00	400.00	50
PRINTING (brochures, posters, cards)	2,700.00	1,800.00	4,500.00	40
MAILING	150.00	150.00	300.00	50
T-SHIRTS (or other marketing items)			0.00	
SECURITY			0.00	
CLEAN UP (Sanitation)			0.00	
OTHER:			0.00	
SUB TOTALS	4,370.00	3,030.00	7,400.00	

TOTAL ELIGIBLE EXPENSES: \$ 7,400.00 (50% = \$ 3,700.00)  
list the 50% or less as the amount requested on page 1.

**IF YOU ARE REQUESTING SPONSORSHIP FROM A CITY OF ROSWELL DEPARTMENT – COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF SPONSORSHIP	ESTIMATED COST	*City use only*

**IF YOU ARE REQUESTING CITY EMPLOYEES – PLEASE COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF WORK REQUESTED	# OF EMPLOYEES	DATES/TIME REQUIRED	TOTAL HOURS

**IF YOU ARE REQUESTING CITY EQUIPMENT – PLEASE COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF EQUIPMENT	EST COST per day	# DAYS REQUIRED	TOTAL COST *City use only*

## **2015 EVENT INFORMATION:**

**Roswell Desert Sun Charity Golf Championship: July 17 - 19, 2015**

**Awarded Amount: \$1,700.00      Reimbursed Amount: \$614.00**

1. Event Report (includes summarized survey information)
2. Lodgers' Tax Financial Report





**CITY OF ROSWELL  
LODGERS' TAX FUNDS  
EVENT REPORT**

NAME OF EVENT: Roswell Desert Sun Charity Golf Championship	
DATE(S) OF EVENT: July 17, 18 & 19, 2015	
NAME OF ORGANIZATION SPONSORING EVENT: Rotary Clubs of Roswell	
NAME OF CONTACT PERSON Karen Rogers Melton	
MAILING ADDRESS: P.O. Box 1836	
CITY/STATE/ZIP Roswell, NM 88202-1836	
PHONE: 575-622-8500	CELL PHONE:
E-MAIL ADDRESS (optional):	

**REPORT ON THE OUTCOME OF THE EVENT:**

The 2015 Charity Golf Championship returned to a Pro Am format and was very successful. The event raised more than \$36,000 for local charities (CASA, Salvation Army and Eastern New Mexico University Roswell Foundation). With over 103 golfers and scores of volunteer Rotarians the tournaments was a huge success and based on the feedback we received from the participant golfers we expect the event to grow significantly in future years.

**DESCRIBE ADVERTISING USED and IMPACT ON BRINGING VISITORS TO ROSWELL: (Attach copies or photos)**

Advertising included print and radio exposure. The two items we are seeking reimbursement for is an add ran in the Roswell Daily Record and the cost of the sign which is displayed year round on the pavilion at the Spring River Golf Course.

WHAT WAS ESTIMATED VISITOR ATTENDANCE? 50+
--------------------------------------------

HOW WAS IT MEASURED? Personal interviews with the out of town golfers by golf professional Carlton Blewett.

WHAT WAS THE ESTIMATED HOTEL/MOTEL, LODGING IMPACT? There were 50 golfers from out of town, some also had family members with them. We estimate there were 35 room nights for 2 nights resulting in 70 hotel nights.

DO YOU PLAN TO REQUEST LODGERS' TAX FUNDS NEXT YEAR? Yes
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ADDITIONAL REMARKS TO THE OTB: We very much appreciate the continued support of the Occupancy Tax Board, we believe this event creates significant exposure for visitors coming to Roswell. It also generates over \$5,000 in revenue for the Spring River Golf Course.

SIGNATURE: <i>Karen Rogers Melton</i>	DATE: 10/15/15
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- Attach copies or photos (see policy for documentation details) of advertising used.
- Provide sample of event survey used.
- Provide a complete summary of survey results for merchant, restaurant and lodging impact (how many room nights).
- Event Report is due ninety (90) calendar days following the last day of the event, an extension may be requested in writing if additional time is required due to unforeseen circumstances or emergency. (See policy for details.)

Last day of Event 7-19-15      Receiv\_g\_ ate 10-16-15      days 87

<p style="text-align: center;"> <b>Rotary Clubs of Roswell Desert Sun Classic</b>  <b>Charity Golf Championship</b>  <b>July 17 - 19, 2015</b>  <b>As of September 30, 2015</b>  <b>Submitted By: Karen Rogers Melton</b> </p>
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**Event Revenue:**

Sponsorships & Support	\$55,457.00
Participant Fees	<u>\$35,550.00</u>
Total Revenue	<u>\$91,007.00</u>

**Event Expenses:**

Advertising	\$6,144.57
Spring River - Carts & Green Fees	\$5,170.00
Prizes & Pro Payouts	\$40,707.98
Postage	\$238.53
Liability Insurance	\$779.51
PGA Fees	\$721.00
Other Expenses	<u>\$3,106.56</u>
Total Expenses	<u>\$56,868.15</u>
Net Before Payout To Charity	<u>\$34,138.85</u>

**Lodgers Tax Eligible:**

\$1,228.00

\$1,228.00

**Charity Payout:**

Rotary Clubs of Roswell	\$1,000.00
CASA	\$20,000.00
Salvation Army	\$10,000.00
ENMU-Roswell Foundation	\$5,000.00
Total Charity Payout	<u>\$36,000.00</u>
Net Income	<u>(\$1,861.15)</u>





**ROSWELL NEW MEXICO**  
**Occupancy Tax Advisory Board**  
**Tuesday, March 29, 2016 at 2:30 p.m.**  
**City Hall Conference Room**  
**425 N. Richardson – Roswell, NM 88201**

**ACTION REQUESTED:**

To recommend to the Finance Committee, Lodgers' Tax funding for the Roswell Kick It! 3v3 Soccer Tournament "Under the Lights", presented by the Roswell Youth Soccer Association – June 24-25, 2016

**BACKGROUND:**

The Roswell Kick It! 3v3 Soccer Tournament "Under the Lights" is scheduled for June 24-25, 2016. The event was funded in 2013 & 2015. This event is a two day soccer tournament which starts in the evenings until midnight with approximately 100 teams coming from all over New Mexico. The total expected 2000 attendees, half from out-of-town. The location of the event is Cielo Grande Fields.

**FINANCIAL CONSIDERATION:**

The requested funding is \$3,462.50.

- This item has been budgeted for FY 2016

**LEGAL REVIEW:**

Not applicable.

**BOARD AND/or  
COMMITTEE ACTION:**

Not applicable.

**STAFF  
RECOMMENDATION:**

Not applicable.



## CITY OF ROSWELL - SPECIAL EVENT LODGERS' TAX FUNDS - APPLICATION

NAME OF EVENT:	Roswell Kick It 3v3 Soccer Tournament "Under The Lights"	
DATE(S) OF EVENT:	June 24-25, 2016	(application required 90 days prior to event)
NAME OF ORGANIZATION APPLYING FOR FUNDING:	RYSA	

DESCRIBE EVENT:	This will be a two day soccer event that is averaging around 100 teams per event. The event will start each evening and will usually run until Midnight. The lighted fields at Cielo Grande Recreation Area will be the preferred spot for the tournament.		
LOCATION OF EVENT:	Cielo Grande Lighted Fields and outer areas.		
HOW WILL YOU ADVERTISE AND MARKET THE EVENT?	We will advertise through News Papers, Radio ads, flyer distribution, Email blasts, and banners.		
HOW WILL ATTENDANCE AND ORIGIN BE MEASURED?	We will present team rosters and collect Surveys during the tournament.		
ESTIMATED TOTAL # OF ATTENDEES:	2000	EST. # ATTENDEES FROM OUTSIDE CHAVES CO.:	1000
HAVE YOU DISCUSSED SPECIAL ROOM PACKAGES DURING YOUR EVENT WITH A ROSWELL LODGING FACILITY?	Not Yet		
WHAT PERCENTAGE OF YOUR MARKETING BUDGET WILL BE USED OUTSIDE OF ROSWELL?	50 %		
WILL YOU HAVE A WEBSITE FOR YOUR EVENT?	Yes		
EVENT WEBSITE (if applicable):	www.3v3soccer.com		

LIST FULL AMOUNT OF MARKETING/ADVERTISING and OTHER ELIGIBLE EXPENSES ON PAGE 2.

**REMEMBER: FUNDING IS PROCESSED ON A REIMBURSEMENT BASIS AT 50% OF ELIGIBLE EXPENSES UP TO THE AMOUNT APPROVED (a one-to-one match)**

A REQUEST OF \$25,000 and up may require a signed contract with the City of Roswell.

**PAID receipts for eligible expenses must be turned in for reimbursement.**

Requested Funding must equal 50% or less of the Total Eligible Expenses listing on Page 2

AMOUNT REQUESTED \$ 3,462.50

**IF YOU ARE REQUESTING SPONSORSHIP, PERSONNEL OR EQUIPMENT FROM ANY CITY DEPARTMENT - COMPLETE ON PAGE 2.**

### RULES AND REGULATIONS

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NAME (PRINT) OF APPLICANT MAKING REQUEST:	Andrew Francis		
SIGNATURE OF APPLICANT:	<i>Andrew Francis</i>		
(SEND CHECK TO) ADDRESS / CITY / STATE / ZIP:	RYSA P.O. Box 1472 Roswell, NM 88202-1472		
PHONE: 575-513-9412	CELL: Same	E-MAIL: andyfrancis21@live.com	
DATE SUBMITTED: MAR 22 2016	90 DAYS? <input checked="" type="checkbox"/> N	TO BE PRESENTED AT MEETING ON: 3/29/16 3-29-16	

➤ ATTACH TOTAL PROPOSED BUDGET FOR EVENT ALONG WITH A DETAILED ADVERTISING/MARKETING BUDGET.

➤ PLEASE FEEL FREE TO ADD ADDITIONAL PAGES, SAMPLES OF ADS OR BROCHURE ARTWORK.

➤ PLEASE **PROVIDE ORIGINAL APPLICATION PLUS (+) 5 COPIES** OF APPLICATION, ADDITIONAL PAGES AND /OR SAMPLES

➤ MAIL OR DELIVER TO CITY OF ROSWELL, c/o Lodger Tax Grant Request 425 N RICHARDSON, (P O BOX 1838), ROSWELL, NM 88202-1838

\* SEE MEETING SCHEDULE FOR APPLICATION DUE DATES. (These are "Rece- 12 - " dates, not postmarked dates.) Revised Jan 7, 2016



NAME OF EVENT:	Roswell KickIt 3v3 Soccer Tournament "Under The Lights"
DATE(S) OF EVENT:	June 24-25, 2016
NAME OF ORGANIZATION:	RYSA

**PROPOSED ELIGIBLE EXPENSES:**

ELIGIBLE EXPENSES:	LOCAL AMOUNT	OUT-OF-TOWN AMOUNT	TOTAL AMOUNT	Out-of-Town %
NEWSPAPER	300.00	500.00	800.00 <del>0.00</del>	62%
MAGAZINE			0.00	
RADIO	300.00	1200.00	1500.00 <del>0.00</del>	80%
TELEVISION			0.00	
INTERNET		25.00	25.00 <del>0.00</del>	100%
PRINTING (brochures, posters, cards)	300.00 <del>400.00</del>	100.00	400.00 <del>0.00</del>	0% 25%
MAILING	200.00		200.00 <del>0.00</del>	0%
T-SHIRTS (or other marketing items)	2500.00 <del>750.00</del>	1750.00	2500.00 <del>0.00</del>	0% 70%
SECURITY	500.00		500.00 <del>0.00</del>	0%
CLEAN UP (Sanitation)	500.00		500.00 <del>0.00</del>	0%
OTHER: Fire Dept./EMT	500.00		500.00 <del>0.00</del>	0%
SUB TOTALS	5,000.00 <del>0.00</del> 3350.00	1725.00 <del>0.00</del> 3575.00	6,925.00 <del>0.00</del>	25% 51%

TOTAL ELIGIBLE EXPENSES: \$ 6,925.00 ~~0.00~~ (50% = \$ 3,462.50 ~~0.00~~)  
list the 50% or less as the amount requested on page 1.

**IF YOU ARE REQUESTING SPONSORSHIP FROM A CITY OF ROSWELL DEPARTMENT – COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF SPONSORSHIP	ESTIMATED COST	*City use only*

**IF YOU ARE REQUESTING CITY EMPLOYEES – PLEASE COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF WORK REQUESTED	# OF EMPLOYEES	DATES/TIME REQUIRED	TOTAL HOURS

**IF YOU ARE REQUESTING CITY EQUIPMENT – PLEASE COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF EQUIPMENT	EST COST per day	# DAYS REQUIRED	TOTAL COST *City use only*

## **2015 EVENT INFORMATION:**

### **Roswell Kick It! 3-v-3 Soccer Tournament "Under the Lights": July 10 - 11, 2015**

**Awarded Amount: \$1,500.00      Reimbursed Amount: \$772.85**

1. Event Report
2. Financial Report
3. Survey Summary





CITY OF ROSWELL  
LODGERS' TAX FUNDS  
EVENT REPORT

NAME OF EVENT: <u>Roswell Kickin' 3V3 Soccer Tournament "Under The Lights"</u>	
DATE(S) OF EVENT: <u>July 10-11, 2015</u>	
NAME OF ORGANIZATION SPONSORING EVENT: <u>RYSA</u>	
NAME OF CONTACT PERSON: <u>Andrew Francis</u>	
MAILING ADDRESS: <u>P.O. Box 1472 Roswell, N.M. 88202-1472</u>	
CITY / STATE / ZIP: <u>Roswell, N.M. 88202-1472</u>	
PHONE: <u>575-513-9412</u>	CELL PHONE: <u>Same</u>
E-MAIL ADDRESS (optional): <u>andyfrancis@live.com</u>	

REPORT ON THE OUTCOME OF THE EVENT:

This tournament was successful at gathering 102 teams of between 5-6 people per team, not to mention friends and family who came to support the players. This was a 2-night tournament that usually lasted to at least 11:00 P.M. both nights. We received a great number of positive comments from various teams expressing their delight in the tournament with plans to return in 2016.

DESCRIBE ADVERTISING USED and IMPACT ON BRINGING VISITORS TO ROSWELL: (Attach copies or photos)

Advertising was done by radio, newspaper, email, Facebook, flyers and banners. The radio transcript failed to mention support by The City of Roswell Lodgers' Tax. The newspaper ads, flyers and banners all mention The City of Roswell Lodger's Tax Support.

WHAT WAS ESTIMATED VISITOR ATTENDANCE? I would estimate 2000 people present at Cielo Grande.

HOW WAS IT MEASURED? Surveys were completed surveys were submitted by teams. Unfortunately the sudden thunderstorm chimed several of them and others were lost in transition due to Carolyn Madison resigning from RYSA Board.

WHAT WAS THE ESTIMATED HOTEL/MOTEL, LODGING IMPACT? I can not give you a definite answer.

DO YOU PLAN TO REQUEST LODGERS' TAX FUNDS NEXT YEAR? Yes

ADDITIONAL REMARKS TO THE OTB:

SIGNATURE: Andrew Francis DATE: 11-20-15

- Attach copies or photos (see policy for documentation details) of advertising used.
- Provide sample of event survey used.
- Provide a complete summary of survey results for merchant, restaurant and lodging impact (how many room nights).
- Event Report is due ninety (90) calendar days following the last day of the event, an extension may be requested in writing if additional time is required due to unforeseen circumstances or emergency. (See policy for details.)

Last day of Event 7-11-15 Received date 11-30-15 days 142





## SPECIAL EVENT LODGERS' TAX FUNDING - FINANCIAL STATEMENT

EVENT NAME: <i>Roswell Kick It 3v3 Soccer Tournament - Under the Lights</i>
Event Date(s): <i>July 10-11 2015</i>
Statement date:
Provided by: <i>Andrew Francis</i>

FULL EVENT REVENUE:	
Admissions	\$ 0
Registrations	\$ 10,000.00
Donations	\$ 0
Sale of Items	\$ 200.00
Vendor rental	\$ 500.00
	\$
	\$
	\$
	\$
	\$
<b>TOTAL REVENUE</b>	<b>\$ 10,700.00</b>

FULL EVENT EXPENSES:		*LODGERS' TAX ELIGIBLE ONLY EXPENSES:
Advertisement **	\$ 1290.28	\$ 1,000.00
Marketing **	\$	\$
Promotional **	\$ 4575.00	\$ 1942.50
Entertainment	\$	\$
Food, Beverages, Snacks	\$ 483.79	\$
Judges/Referees	\$ 3561.68	\$
Rental - Facility	\$	\$
Rental - Equipment	\$	\$
Sanitation **	\$ 317.13	\$ 317.13
Security **	\$ 518.75	\$ 518.75
Police & Fire **	\$ 500	\$ 500.00
Canopies	\$ 408.35	\$
Field Maps	\$ 83.37	\$
Light Tower Rentals	\$ 2694.65	\$
	\$	\$
<b>TOTAL EXPENSES</b>	<b>\$ 14,433.00</b>	<b>\$ 4,278.38</b>

TOTAL REVENUE:	\$ 10,700	TOTAL EXPENSES:	\$ 14,433.00	PROFIT OR <u>LOSS</u> :	\$ 3,733.00
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\* The amount of the expense which is eligible for Lodgers' Tax funding may be less than the Full Event Expense.

\* Lodgers' Tax Eligible Expenses must equal or exceed the total of all the requests for reimbursement invoice listings.

\*\* Lodgers' Tax Eligible categories only: Advertisement, Marketing, Promotional, Sanitation, Security, Police & Fire





## SPECIAL EVENT LODGERS' TAX FUNDING - SURVEY SUMMARY

EVENT NAME: <i>Roswell KickIt 3V3 Soccer Tournament - Under The Lights</i>
Event Date(s): <i>July 10-11 2015</i>
Statement date:
Provided by: <i>Andrew Francis</i>

### EVENT ATTENDANCE:

TOTAL VISITOR ATTENDANCE:	<i>2000+</i>
OUT-OF-TOWN VISITOR ATTENDANCE:	<i>500+</i>
OUT-OF-COUNTRY VISITOR ATTENDANCE:	

Total Visitors include all, Out-of-Town are broken out of total but include Out-of-Country  
Out-of-Country are broken out of the Out-of-Town

### LODGING IMPACT:

HOTEL/MOTEL:	<i>Lost in transition</i>
RV PARKS:	
BED & BREAKFAST:	
TOTAL ROOM NIGHTS	

Room nights = # of rooms x # of nights (not people in rooms)

### ROSWELL ECONOMIC IMPACT:

RESTAURANTS:	
FUEL:	
SHOPPING:	

If your survey asked these questions please provide results



**ROSWELL NEW MEXICO**  
**Occupancy Tax Advisory Board**  
**Tuesday, March 29, 2016 at 2:30 p.m.**  
**City Hall Conference Room**  
**425 N. Richardson – Roswell, NM 88201**

**ACTION REQUESTED:**

To recommend to the Finance Committee, Lodgers' Tax funding for the 2016 Bottomless Triathlon – July 9, 2016

**BACKGROUND:**

The 2016 Bottomless Triathlon is scheduled for July 9, 2016. The event has been funded since at least 2004. This event is one of the oldest races in New Mexico, with 2016 being the 33<sup>rd</sup> year held. The Triathlon consists of swimming, bicycling and running. The total expected 300 attendees, which include 200 from out-of-town. The location of the event is Bottomless Lakes State Park.

**FINANCIAL CONSIDERATION:**

The requested funding is \$2,000.00.

- This item has been budgeted for FY 2016

**LEGAL REVIEW:**

Not applicable.

**BOARD AND/or  
COMMITTEE ACTION:**

Not applicable.

**STAFF  
RECOMMENDATION:**

Not applicable.



# CITY OF ROSWELL –SPECIAL EVENT LODGERS' TAX FUNDS – APPLICATION

NAME OF EVENT:

2016 BOTTOMLESS TRIATHLON

DATE(S) OF EVENT: JULY 9, 2016

(application required 90 days prior to event)

NAME OF ORGANIZATION APPLYING FOR FUNDING:

BOTTOMLESS TRIATHLON

DESCRIBE EVENT:

ONE OF THE OLDEST RACES IN NEW MEXICO, 2016 BEING THE 33RD YEAR.

A "SPRINT" TRIATHLON CONSISTING OF SWIMMING, BICYCLING AND RUNNING.

A GREAT VENUE, PROFESSIONALLY TIMED EVENT WITH THE LOWEST ENTRY FEES.

FREE TO YOUTH UNDER THE AGE OF 18. BOTH INDIVIDUAL AND RELAY DIVISIONS

LOCATION OF EVENT: BOTTOMLESS LAKES STATE PARK - NEW MEXICO'S 1ST STATE PARK

HOW WILL YOU ADVERTISE AND MARKET THE EVENT?

PRINTED FLYERS DISTRIBUTED TO EARLIER EVENTS, SOCIAL MEDIA, DIRECT EMAIL

T-SHIRTS, INDUSTRY MAGAZINE ADVERTISEMENT AND ONLINE REGISTRATION & RESULTS

HOW WILL ATTENDANCE AND ORIGIN BE MEASURED? ONLINE REGISTRATION 7 EVENT SURVEY

ESTIMATED TOTAL # OF ATTENDEES:

300

EST. # ATTENDEES FROM OUTSIDE CHAVES CO.:

200

HAVE YOU DISCUSSED SPECIAL ROOM PACKAGES DURING YOUR EVENT WITH A ROSWELL LODGING FACILITY? YES

WHAT PERCENTAGE OF YOUR MARKETING BUDGET WILL BE USED OUTSIDE OF ROSWELL? MOST %

WILL YOU HAVE A WEBSITE FOR YOUR EVENT? YES.

EVENT WEBSITE (if applicable): facebook.com/BottomlessTriathlon/

LIST FULL AMOUNT OF MARKETING/ADVERTISING and OTHER ELIGIBLE EXPENSES ON PAGE 2.

REMEMBER: FUNDING IS PROCESSED ON A REIMBURSEMENT BASIS AT 50% OF ELIGIBLE EXPENSES UP TO THE AMOUNT APPROVED  
(a one-to-one match)

A REQUEST OF \$25,000 and up may require a signed contract with the City of Roswell.

PAID receipts for eligible expenses must be turned in for reimbursement.

Requested Funding must equal 50% or less of the Total Eligible Expenses listing on Page 2

AMOUNT REQUESTED \$ 2,000.00

IF YOU ARE REQUESTING SPONSORSHIP, PERSONNEL OR EQUIPMENT FROM ANY CITY DEPARTMENT - COMPLETE ON PAGE 2.

## RULES AND REGULATIONS

I UNDERSTAND THAT THESE ARE PUBLIC FUNDS AND THEY ARE TO BE ADMINISTERED ACCORDING TO STATE LAW AND CITY ORDINANCES, AND I AGREE TO SUBMIT A FOLLOW UP REPORT WITH A FINANCIAL STATEMENT WITHIN NINETY (90) DAYS FOLLOWING THE EVENT OR I MAY FORFEIT THE FUNDS AS WELL AS ELIGIBILITY FOR FUTURE FUNDING. I AGREE TO USE THE CITY LOGO AND/OR "PAID IN PART BY THE CITY OF ROSWELL LODGERS' TAX" ON ALL ADVERTISING, VERBAL OR WRITTEN. I UNDERSTAND THAT THIS APPLICATION CONSTITUTES A CONTRACT BETWEEN THE CITY OF ROSWELL AND THE ORGANIZATION TO RECEIVE THE FUNDS, SHOULD THE FUNDS BE APPROVED BY THE OCCUPANCY TAX ADVISORY BOARD AND THE CITY OF ROSWELL GOVERNING BODY. I UNDERSTAND FUNDING MAY BE DENIED OR THAT APPROVED FUNDING AMOUNTS MAY DIFFER FROM THE AMOUNT REQUESTED ON THE APPLICATION. I ALSO UNDERSTAND THAT THE DISBURSEMENT OF FUNDS IS ON A DRAWDOWN REIMBURSEMENT BASIS (matched by Lodgers' Tax at 50% up to the funded amount, a one-to-one match).

NAME (PRINT) OF APPLICANT MAKING REQUEST: JAN OLESINSKI or PERRY TOLES

SIGNATURE OF APPLICANT:

(SEND CHECK TO) ADDRESS / CITY / STATE / ZIP: 900 MASON DR, ROSWELL, NM 88201

PHONE: 575 937 6196

CELL: 575 937 6196

E-MAIL: BOTTOMLESSTRI@GMAIL.COM

DATE SUBMITTED: MAR 23 2016

90 DAYS? Y N

TO BE PRESENTED AT MEETING ON: 3-29-16

➤ ATTACH TOTAL PROPOSED BUDGET FOR EVENT ALONG WITH A DETAILED ADVERTISING/MARKETING BUDGET.

➤ PLEASE FEEL FREE TO ADD ADDITIONAL PAGES, SAMPLES OF ADS OR BROCHURE ARTWORK.

➤ PLEASE PROVIDE ORIGINAL APPLICATION PLUS (+) 5 COPIES OF APPLICATION, ADDITIONAL PAGES AND /OR SAMPLES

➤ MAIL OR DELIVER TO CITY OF ROSWELL, c/o Lodger Tax Grant Request, 425 N RICHARDSON, (P O BOX 1838), ROSWELL, NM 88202-1838

\* SEE MEETING SCHEDULE FOR APPLICATION DUE DATES. (These are "Re\_19\_y" dates, not postmarked dates.) Revised Jan 7, 2016



NAME OF EVENT: 2016 BOTTOMLESS TRIATHLON
DATE(S) OF EVENT: JULY 9, 2016
NAME OF ORGANIZATION: BOTTOMLESS TRIATHLON

**PROPOSED ELIGIBLE EXPENSES:**

ELIGIBLE EXPENSES:	LOCAL AMOUNT	OUT-OF-TOWN AMOUNT	TOTAL AMOUNT	Out-of-Town %
NEWSPAPER			0.00	
MAGAZINE		360.00	360.00	100
RADIO			0.00	
TELEVISION			0.00	
INTERNET			0.00	
PRINTING (brochures, posters, cards)	50.00	200.00	250.00	80
MAILING			0.00	
T-SHIRTS (or other marketing items)	500.00	1,000.00	1,500.00	66
SECURITY			0.00	
CLEAN UP (Sanitation)			0.00	
OTHER:		2,000.00	2,000.00	100
<b>SUB TOTALS</b>	<b>550.00</b>	<b>3,560.00</b>	<b>4,110.00</b>	

TOTAL ELIGIBLE EXPENSES: \$ 4,110.00 (50% = \$ 2,055.00)  
list the 50% or less as the amount requested on page 1.

**IF YOU ARE REQUESTING SPONSORSHIP FROM A CITY OF ROSWELL DEPARTMENT – COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF SPONSORSHIP	ESTIMATED COST	*City use only*

**IF YOU ARE REQUESTING CITY EMPLOYEES – PLEASE COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF WORK REQUESTED	# OF EMPLOYEES	DATES/TIME REQUIRED	TOTAL HOURS

**IF YOU ARE REQUESTING CITY EQUIPMENT – PLEASE COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF EQUIPMENT	EST COST per day	# DAYS REQUIRED	TOTAL COST *City use only*
Parks and Recreation	Traffic cones			



## **2015 EVENT INFORMATION:**

**2015 Bottomless Triathlon: July 11, 2015**

**Awarded Amount: \$2,000.00    Reimbursed Amount: \$2,000.00**

1. Event Report (includes summarized survey information)

**2015 Bottomless Triathlon**  
**July 11, 2015**

**REPORT**  
**To the Roswell Lodgers Tax**

The event set another registration/participation record with 164 registered athletes, including 8 teams of 3 individuals. 103 males and 61 females registered. There ended up being 148 participants on race day. Two of the "no-shows" were actually there and decided not to race in order to be able to watch their children participate.

37 participants were from the Roswell area, the remaining from out of town. 34 traveled less than 100 miles to participate (Alamogordo, Artesia, Carlsbad, Lovington, Hobbs, Portales, Clovis, Lincoln); 84 traveled about 200 miles (Albuquerque/Santa Fe area, El Paso/Las Cruces area, West Texas area, including 7 athletes from Juarez Mexico); the remaining came from far away places like Aztec NM, Alpine TX, Frisco TX, Glenwood Springs CO, Pennsylvania, North Carolina and Arizona.

Every registered participant who picked up their race packet filled out a survey asking how many nights they were staying this trip, where they were staying and how many non-participants were traveling with them. The Results of the survey are:

- 113 non-participants traveled to Roswell with the registered athletes
- 84 parties stayed at least one night, a dozen parties stayed at least 2 nights
- 49 parties stayed in hotels
- 10 parties camped (mostly at the Bottomless Lakes State Park)
- 2 indicated that they were staying with family

We appreciate the support from the Roswell Lodgers Tax. We believe this was a banner year for the Bottomless Triathlon partly due to the assistance received from the Lodgers Tax to help us advertise the event on postcards, t-shirts, awards, facebook, and our new "Chip-Timing" and Results web page. It is our belief that the biggest attractions for the event this year was the addition of electronic chip timing and results by CCR Timing that will continue to attract repeat and first time participants to future events. The participants were also very excited about the road improvements made by NMDOT.

If you have any questions or require additional information, please do not hesitate to contact us.

Jan Olesinski  
575-624-8284

Perry Toles  
575-622-5863

Dated July 29, 2015